

Message Text

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15

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 SSO-00 RSC-01 DRC-01 /039 W

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O 201008Z FEB 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC IMMEDIATE 7608

USIA WASHDC IMMEDIATE

USDOC WASHDC IMMEDIATE

AMEMBASSY VIENNA IMMEDIATE

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E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: US PARTICIPATION AT 1974 PLOVDIV FAIR

REF: A. SOFIA 0151; B. STATE 25208; C. SOFIA 0167;

D. STATE 030132; E. VIENNA 01443

1. AFTER TWO TELEPHONE CONVERSATIONS WITH SHIRLEY AND TWO WITH MARTIN PLUS THE ASSURANCES SET FORTH IN REFERENCE C, EMBASSY IS PREPARED ASSUME RESPONSIBILITY FOR RECRUITING COMMERCIAL PARTICIPATION FOR US PAVILION AT PLOVDIV FAIR.

2. THIS CONNECTION NEED TO KNOW TIME-FRAME FOR RECRUITMENT, DOCUMENTATION NEED (CONTRACTS, ETC.) TYPES OF AGRICULTURE EQUIPMENT DESIRED, NUMBER OF PIECES, SPACE AVAILABLE, ANY LIMITATION ON SPACE PER FIRM AND ANY OTHER HELPFUL INFORMATION WHICH AVAILABLE IN USIA BASED ON PREVIOUS EXPERIENCE.

3. AS PREVIOUSLY NOTED, US FIRMS DOING BEST BUSINESS IN BULGARIA HAVE NOT USED EUROPEAN BASED REPRESENTATIVES BUT RATHER HOME OFFICE PRESIDENTS AND VICE PRESIDENTS. OUR BEST CONTACTS ARE ALL IN US AND SINCE EMBASSY NOW ASSUME RECRUITING RESPONSIBILITY THIS WILL NECESSITATE SENDING EMBASSY OFFICER TO US FOR LIMITED OFFICIAL USE

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AT LEAST 15 DAYS IN ORDER CONTRACT US PRIVATE PARTI-

CIPATION PLOVDIV. EMBASSY WILL BE REQUESTING SUPPLEMENTARY TRAVEL FUNDS TO COVER TRIP TO US WHICH WILL ALSO INCLUDE STOPS IN WESTERN EUROPE FOR RECRUITING PURPOSES. THIS BASED ON ASSUMPTION THAT NO DEPARTMENT IN WASHINGTON PREPARED RECURIT US COMPANIES FOR PLOVDIV EXHIBIT.

4. LIST PROSPECTIVE EXHIBITORS BEING FORWARD WASHINGTON AND EWTC VIENNA SEPARATELY. EMBASSY WILL ALSO INDICATE FIRMS AMBASSADOR-DESIGNATE HERZ MAY WISH TO CONTACT RE PARTICIPATION AT PLOVDIV.
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Message Attributes

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